
WISN-TV
(Milwaukee, WI)

**ELECTRONIC
POLITICAL AND ISSUE ADVERTISING
PUBLIC INSPECTION FILE CHECKLIST**

This checklist must be completed for each federal, state, and local political ad or federal or state issue ad buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

Candidate/Issue

OBAMA/D/PRESIDENT

Flight Dates (if one folder is used per candidate, a separate checklist must be completed for each flight)

9/13/12 - 9/19/12

Initials

- | | | | |
|----|---|----------------------|-----------|
| 1. | <u>Executed</u> Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17) | Date: _____ | _____ |
| 2. | Original contract showing requested time (when available) | Date: <u>9/12/12</u> | <u>EC</u> |
| 3. | Updated contracts as order changes. | Date: _____ | _____ |
| 4. | Invoice of schedule as actually broadcast, including amount of rebates given (exact date, time, class of time and amount for each rebate), if any | Date: _____ | _____ |

Checklist Completed:

By: _____

Date: _____

ORDER



Orders
 Order / Rev: 950967
 Alt Order #: 06311982
 Product Desc: OBAMA FOR AMERICA 60
 Estimate: 1763
 Flight Dates: 09/13/12 - 09/19/12
 Original Date / Rev: 09/12/12 / 09/12/12
 Order Type: GENERAL

WISN TV

Primary AE: Will Hildebrandt
 Sales Office: H -DC
 Sales Region: NAT

Agency
 Name: Greer Margolis Mitchell Burns
 Buying Contact:
 Billing Contact:
 1010 Wisconsin Ave, Suite 800
 Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser
 Name: Obama/D/President
 Demographic: A35+
 Product Codes: PLC Federal President
 Priority: P-4
 Revenue Codes: POL, GENL, PLTCS

New Business Thru:
 Order Separation: 00:20:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/19/12	34	\$23,580.00	\$20,043.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	34	\$23,580.00	\$20,043.00	0.00
Totals	34	\$23,580.00	\$20,043.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Will Hildebrandt			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WISN TV	20%	\$23,580.00
Market	100%	\$117,900.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKNO	0%	\$0.00
WCGV	0%	\$0.00
WDJT	13%	\$15,327.00
WITI	52%	\$61,308.00
WMLW	0%	\$0.00
WTMJ	15%	\$17,685.00
WVTV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WISN	09/13/12	09/14/12	VIEW, THE The View	CM	10-11am	---TF--	1:00	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/10/12	09/16/12	---TF--		1		\$350.00		0.00					
E 2	WISN	09/13/12	09/14/12	M-F 1030-11p Late News 1030PM	CM	1030p-11p	---TF--	1:00	1	\$1,100.00	P-4	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/10/12	09/16/12	---TF--		1		\$1,100.00		0.00					
E 3	WISN	09/13/12	09/14/12	NIGHTLINE Nightline	CM	11p-1130p	---TF--	1:00	1	\$500.00	P-4	0.00	NM	1	\$500.00

Order / Rev: 950967
 Alt Order #: 06311982
 Flight Dates: 09/13/12 - 09/19/12

Advertiser: Obama/D/President
 Product Desc: OBAMA FOR AMERICA 60
 Estimate: 1763
 WISN TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WISN	09/13/12	09/14/12	NIGHTLINE Nightline	CM	11p-1130p	---TF--	1:00	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	---TF--		1			\$500.00			0.00			
E 4	WISN	09/13/12	09/14/12	CHEW, THE THE CHEW	CM	12P-1P	---TF--	1:00	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	---TF--		1			\$350.00			0.00			
E 5	WISN	09/13/12	09/14/12	ELLEN EF 3-4p	CM	3-4p	---TF--	1:00	2	\$400.00	P-4	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	---TF--		2			\$400.00			0.00			
E 6	WISN	09/13/12	09/14/12	News 430-5a M-F News M-F 430a	CM	430-5a	---TF--	1:00	1	\$40.00	P-4	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	---TF--		1			\$40.00			0.00			
E 7	WISN	09/13/12	09/14/12	M-F 5-530P News M-F 5p	CM	5-530pm	---TF--	1:00	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	---TF--		1			\$1,000.00			0.00			
E 8	WISN	09/13/12	09/14/12	News 5-6a M-F News M-F 5a	CM	5-6A	---TF--	1:00	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	---TF--		1			\$350.00			0.00			
E 9	WISN	09/13/12	09/14/12	M-F 6-630P NEWS News M-F 6p	CM	6-630pm	---TF--	1:00	1	\$1,200.00	P-4	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	---TF--		1			\$1,200.00			0.00			
E 10	WISN	09/13/12	09/14/12	News 6-7a M-F News M-F 6a	CM	6-7A	---TF--	1:00	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	---TF--		1			\$500.00			0.00			
E 11	WISN	09/13/12	09/14/12	ENTERTAINMENT TONIGHT Entertainment Tonight	CM	630p-7pm	---TF--	1:00	2	\$1,000.00	P-4	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	---TF--		2			\$1,000.00			0.00			
E 12	WISN	09/13/12	09/14/12	GMA M-F Good Morning America	CM	7-9a	---TF--	1:00	2	\$600.00	P-4	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	---TF--		2			\$600.00			0.00			
E 13	WISN	09/13/12	09/14/12	LIVE WITH KELLY & MICHAEL LIVE WITH KELLY & MICHAEL	CM	9-10am	---TF--	1:00	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	---TF--		1			\$300.00			0.00			
E 14	WISN	09/14/12	09/14/12	Fri ABC Prime C 2020	CM	Fri 9-10p	----1--	1:00	1	\$1,800.00	P-4	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	----1--		1			\$1,800.00			0.00			
E 15	WISN	09/16/12	09/16/12	News Sun 7-9a News Sun 7-9a	CM	7-9am	-----1	1:00	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----1		1			\$300.00			0.00			
E 16	WISN	09/13/12	09/19/12	M-F 10-1030p Late News 10PM	CM	10-1030p	MTWTFSS	1:00	1	\$1,900.00	P-4	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/13/12	09/19/12	MTWTFSS		1			\$1,900.00			0.00			
E 17	WISN	09/17/12	09/19/12	VIEW, THE The View	CM	10-11am	MTW----	1:00	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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E 17	WISN	09/17/12	09/19/12	VIEW, THE The View	CM	10-11am MTW----	1:00	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	MTW----		1		\$350.00			0.00			
E 18	WISN	09/17/12	09/19/12	M-F 1030-11p Late News 1030PM	CM	1030p-11p MTW----	1:00	1	\$1,100.00	P-4	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	MTW----		1		\$1,100.00			0.00			
E 19	WISN	09/17/12	09/19/12	CHEW, THE THE CHEW	CM	12P-1P MTW----	1:00	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	MTW----		1		\$350.00			0.00			
E 20	WISN	09/17/12	09/19/12	ELLEN EF 3-4p	CM	3-4p MTW----	1:00	2	\$400.00	P-4	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	MTW----		2		\$400.00			0.00			
E 21	WISN	09/17/12	09/19/12	News 430-5a M-F News M-F 430a	CM	430-5a MTW----	1:00	1	\$40.00	P-4	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	MTW----		1		\$40.00			0.00			
E 22	WISN	09/17/12	09/19/12	News 5-6a M-F News M-F 5a	CM	5-6A MTW----	1:00	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	MTW----		1		\$350.00			0.00			
E 23	WISN	09/17/12	09/19/12	News 6-7a M-F News M-F 6a	CM	6-7A MTW----	1:00	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	MTW----		1		\$500.00			0.00			
E 24	WISN	09/17/12	09/19/12	ENTERTAINMENT TONIGHT Entertainment Tonight	CM	630p-7pm MTW----	1:00	3	\$1,000.00	P-4	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	MTW----		3		\$1,000.00			0.00			
E 25	WISN	09/17/12	09/19/12	GMA M-F Good Morning America	CM	7-9a MTW----	1:00	2	\$600.00	P-4	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	MTW----		2		\$600.00			0.00			
E 26	WISN	09/17/12	09/19/12	LIVE WITH KELLY & MICHAEL LIVE WITH KELLY & MICHAEL	CM	9-10am MTW----	1:00	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	MTW----		1		\$300.00			0.00			
E 27	WISN	09/17/12	09/19/12	M-F 10-1030p Late News 10PM	CM	10-1030p MTW----	1:00	1	\$1,900.00	P-4	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	MTW----		1		\$1,900.00			0.00			
Totals													34	\$23,580.00